



FOR IMMEDIATE RELEASE

LOUISVILLE TRIPLE CROWN OF RUNNINGSM DONATES \$133,445 TO THE WHAS CRUSADE FOR CHILDREN

*Major Sponsors include Anthem Blue Cross Blue Shield, Rodes For Him
and For Her, Papa John's International and Novo Nordisk*

Louisville, Kentucky (June 1, 2010) – In celebration of the 57th Annual Crusade For Children Benefit on June 5-6, the Louisville Triple Crown of Running will donate a record \$133,445 to help better the lives of special needs children in this community. "The Triple Crown of Running is thrilled to be a part of such an important, long standing community effort and it is great to see the community rally together in support of this great cause," said Fred Teale, Race Director, Rodes City Run.

The series, officially named the Louisville Triple Crown of Running presented for a 7th consecutive year by Novo Nordisk, consist of three road races of varying distances. In 2010, the races had more than 27,000 runners participating in all three races. This resulted in a record attendance for all three events, as well as a record donation to the Crusade. The 2010 proceeds by event include:

Anthem 5K Fitness Classic 5k (March 6, 2010): \$44,500
Rodes City Run 10k (March 20, 2010): \$43,000
Papa John's 10 Miler (April 3, 2010): \$45,000
Miscellaneous Proceeds: \$945

"We would like to extend a heart felt thank you to all the dedicated and loyal volunteers, policemen, firefighters, and to each of the runners and walkers for making the donation possible," said Teale. Additional in-kind sponsors of the 2010 Louisville Triple Crown of Running, presented by Novo Nordisk, are PowerAde, *Velocity*, WHAS-TV, Thrifty Truck Rental, ValuMarket, YMCA of Greater Louisville, Waste Management, Louisville Water Company, Jewish Hospital Sports Medicine, Panera Bread, Cox Radio (Lite 106.9, 107.7SFR and Q103.1), Heine Brothers Coffee, Fleet Feet Sports, Bee Line Courier Service, BB&T, Rumpke, Louisville Stoneware and Sport Clips.

Including this year's donation, the Louisville Triple Crown of Running has contributed more than \$700,000 to the Crusade for Children, since 1984. "The Louisville Triple Crown of Running gets better each year," said Dawn Lee, Crusade for Children CEO. "This was another outstanding year with record-breaking numbers of participants and contributors. Our congratulations and thanks go to all the folks who work year-round to make these events so successful!"

Triple Crown representatives will attend the check presentation at the WHAS Crusade for Children Benefit on Saturday, June 5, at the Kentucky Center's Bomhard Theatre. For additional information about the series and each individual race, please visit www.louisvilletriplecrown.com.

Contact Information:

Lisa Cox
Race Director
Anthem 5K Fitness Classic
lisa.cox@anthem.com

Fred Teale
Race Director
Rodes City Run
fteale@rodes.com

Rene' Kesterson
Race Director
Papa John's 10 Miler
rene_kesterson@papajohns.com

###